

**THE REMARKS**

The Examiner has required restriction to one of three groups under 35 U.S.C. §121.

In response to the Restriction Requirement, Applicants hereby select Group I, Claims 1-15, 28-30 and 33-37 drawn to transaction analysis that considers labels that are before and/or after a selected label.

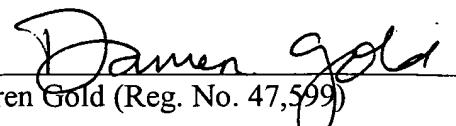
Applicants expressly reserve the right to prosecute claims directed to the remaining allegedly distinct groups in one or more continuing or divisional applications.

**CONCLUSION**

Applicants believe that the application is in good and proper condition for allowance. Early notification of allowance is earnestly solicited. If, in the opinion of the Examiner, a telephone conference would expedite the prosecution of the subject application, the Examiner is encouraged to call the undersigned at (650) 463-8282.

Respectfully submitted,

Date: April 5, 2004

  
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Darren Gold (Reg. No. 47,599)

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